

Jet pack launches new beverage at Lake Tahoe

By Chris Buckley, KOLO-TV

SAND HARBOR – Beachgoers at Lake Tahoe’s Sand Harbor got quite a surprise Friday afternoon. It was part of a new business venture that’s making appearances all over the west coast.

A water-powered jet pack that has been hitting oceans, lakes and rivers to promote a new drink called Air is in Tahoe.

“Air is the first ever sparkling water with alcohol,” said marketing rep Jack Cookson. “It tastes exactly like sparkling water but has 4% alcohol and berry and citrus flavors, only 95 calories all natural flavorings.”

The drink hit shelves this summer and a company official says the jet pack is what their product is all about. Pilot Wes Dawson took the jet pack for its first voyage on Lake Tahoe.

“It’s an awesome exhilarating feeling we think our product’s pretty awesome so it tied in pretty good. We feel our product makes water more exciting and we feel this product makes water more exciting also. We thought they went together pretty good,” said Dawson.

It certainly got the crowd’s attention.

“That thing’s pretty cool,” said spectator Jon Debay. “I’ve seen it online but never in person and that thing is literally amazing. I want one.”

You need a special certification to fly it but no one is really sure what kind of certification you need to use it on Lake Tahoe. Park officials cut Friday’s flight short.

“We’ve had some mishaps with rangers and patrols but generally

once we talk to them they're fine with it. They're just shocked at first."

Promoters are not not giving up, so keep your eyes open on Tahoe shores this weekend.

The "Air" line has created jobs all over the west coast, and you can find it on the shelves in Reno right now and in the Tahoe area by the end of the month. They're hoping to fly the jet pack at Zephyr Cove on today.